

Abstract

A novel Internet advertising and information delivery system is disclosed comprising a novel cursor including the traditional pointer component, and a small window component adjacent to the pointer component of the cursor. Advertising and/or other information is displayed in the window component. Another form of the novel Internet advertising and information delivery system takes advantage of identifying information. Localized advertising and/or other information can then be closely targeted to the user through conventional banner advertising or through the novel cursor described above. Yet another form of the novel Internet advertising and delivery system provides more personalized advertising by using additional identifying information, such as user name and ID. This additional information allows the system to retrieve the user's profile and provide customized advertising upon this profile. Information provided by the user during registration such as sex, age, and interests, may later be used to target advertising.

0985097-091010